

**REMARKS**

Claims 1-15 are pending in the application, of which claims 3, 6, 9, 12 and 15 have been withdrawn for consideration. By this Amendment, claims 1, 4, 7, 10 and 13 have been amended. It is respectfully submitted that this Response is fully responsive to the Office Action dated July 1, 2009.

**As to the Merits:**

As to the merits of this case, the Examiner maintains the following rejection:

claims 1, 2, 4, 5, 7, 8, 10, 11, 13 and 14 stand rejected under 35 U.S.C. §102(b) as being anticipated by Takayama et al. (US Patent Pub. No. 2001/0019960).

This rejection is respectfully traversed.

The features of claim 1 of the present invention is that a user can select a desirable item from a menu list, acquire a content corresponding to the selected item and a content guide information associating the content with an area to which such content may be downloaded, and thereby can find in which area and what kind of content the user is able to acquire. According to claim 1, as amended, in case the user sees the content guide information transmitted from a server and finds the desirable content in it, the user can acquire the content after moving to an area where the content is delivered.

Takayama discloses a system providing services which are limited in a specific area, in which a service database stores a service program executing various services, such as a sightseeing guidance at a tourist resort or an information guidance at a place for an event, and an area allowing the service program to execute with relevancy to each other, and when the service database receives a service selection information requested by a mobile station and a current position information of the mobile station, it judges the allowed area corresponding to the service program executing a selected service and the current position of the mobile station. If the mobile station is within the allowed area, the requested service is executed and if not, the requested service is prohibited from executing.

Takayama's invention discloses to store the service programs and the area where each of service programs is allowed executing, with relevancy to each other but does not disclose nor suggest a transmission of the content guide information associating the content with an area to which such content may be downloaded, as required in the present claimed invention.

Further, Takayama does not disclose a structure that information relating a service and in which area the service program is allowed executing is provided with a mobile station. However, in the present invention, the content guide information, as mentioned above, is provided with a mobile terminal and it makes it possible to inform the area where the content is downloadable to the mobile terminal.

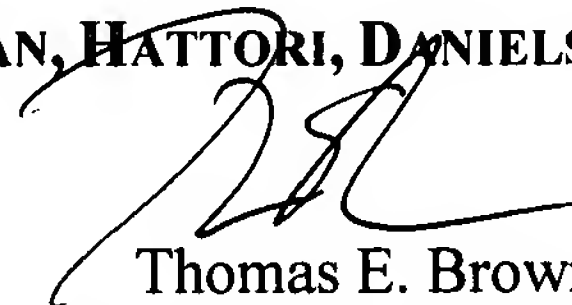
In view of the aforementioned amendments and accompanying remarks, Applicants submit that the claims, as herein amended, are in condition for allowance. Applicants request such action at an early date.

If the Examiner believes that this application is not now in condition for allowance, the Examiner is requested to contact Applicants' undersigned attorney to arrange for an interview to expedite the disposition of this case.

If this paper is not timely filed, Applicants respectfully petition for an appropriate extension of time. The fees for such an extension or any other fees that may be due with respect to this paper may be charged to Deposit Account No. 50-2866.

Respectfully submitted,

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